

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #278580

Mr. D. Brown
HERKIMER WHOLESALE

SEPTEMBER WINSTON B2GF CAP / PROMOTION #700927

Dear Dan:

WINSTON regular product has been ordered (see quantities listed below), as well as 224 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	4
12300-11906	Light Box	6M	6
12300-11012	Full Flavor	12M	4
12300-11212	Full Flavor Box	12M	4

Product PO #8231976 ; Displays PO # 1270

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

\$10,675.31

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B2GFP

HERKIMER WHOLESALE

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$420.00 (15 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: RJR: S. Schwalm /
Herkimer M. Defabio
B. Shepard

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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WHOLESALER : 278580 HERKIMER WHOL. CO., INC. <DIRECT>
 TEMPLATE : 700927 71000 WIN OCT HAT
 TEMPLATE SEQ : 0015
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
113107	113128	724791	SUPER PUMPER 4	440 MAIN ST	YALESVILLE	CT	06492	2		3680-0000		(203)284-8568	
162202	162236	023503	NICE N EASY #1701	PO BOX 196, ROUTE	WILLIAMSTOWN	NY	13493	1			9022906	(315)964-2226	
162202	162237	043361	NORTHERN LTS. MOBIL	2801 BREWERTON RD	MATTYDALE	NY	13211	2			9075433	(315)455-1107	
162202	162238	058108	NORTH SYRACUSE MOBI	800 N MAIN ST	NORTH SYRACUSE	NY	13212	1			901652	(315)458-6944	
162202	162238	088579	PLANK RD MINI MART	523 S MAIN ST	NORTH SYRACUSE	NY	13212	1			9100736	(315)458-5624	
162202	162238	172431	MIRABITOS MID. #668	524 CAYUGA ST	FULTON	NY	13069	2			903716	(315)592-2405	
162202	162238	172455	GAROFALO GROCERY	155 E BRIDGE ST	OSWEGO	NY	13126	1			901967	(315)343-058	
162202	162238	272598	EXPRESS MART #501F	7628 RICHLAND RD	PULASKI	NY	13142	1				(315)298-5674	
162202	162238	289246	D & W CONVENIENCE	RT 104 & 104B	NEW HAVEN	NY	13121	1			9032020	(315)963-3694	
162202	162238	334077	EXPRESS MART #504F	ROUTE 3	PORT ONTARIO	NY	13142	1				(315)298-2185	
162202	162238	350263	STRUPLERS BIG M 72	909 W FIRST ST	FULTON	NY	13069	4			9101700	(315)592-4523	
162202	162236	408114	NICE N EASY #1702	8446 MILL POND WA	MC CONNELLSVLE	NY	13401	1			9042664	(315)245-1158	
162202	162232	432036	104 STORE	13824 STATE ROUTE	RED CREEK	NY	13143	1			922732	(315)754-8164	
162202	162238	435553	GREAT NO MOBIL SERV	4031 STATE ROUTE	LIVERPOOL	NY	13090	1			9064437	(315)652-4537	
162202	162232	486925	RICH & VERNS	64 WASHINGTON ST	WATERLOO	NY	13165	1			9105016	(315)539-4013	
162202	162238	507381	SCRIBA MINI MART	5617 STATE ROUTE	SCRIBA	NY	13126	1			9024159	(315)342-2398	
162202	162230	549109	BAYBERRY MOBIL	7549 OSWEGO RD	LIVERPOOL	NY	13090	1			906438	(315)652-7076	
162202	162238	649926	STEVE'S PLACE	107W BRIDGE ST.	OSWEGO	NY	13126	2			9080722	(315)342-7110	
162202	162238	654160	HANNIBAL VILLAGE MK	FULTON STREET	HANNIBAL	NY	13074	3			903658	(315)564-6318	
162202	162237	669456	A.H. LIVERPOOL MOBI	416 OSWEGO ST	LIVERPOOL	NY	13088	1			906941	(315)451-9287	
162202	162236	675059	JAMIESON CORS CONV	RTE. 17 + ST RTE	WILLIAMSTOWN	NY	13493	1			9086810	(315)964-7709	
162202	162238	684885	PIT STOP #99	433 COUNTY ROUTE	FULTON	NY	13069	1			9100413	(315)598-8811	
162202	162238	693564	BEAR ROAD MOBIL	VRC ENTERPRISES	NORTH SYRACUSE	NY	13212	1			9089228	(315)453-7163	
162202	162238	696067	NICE N EASY #3101	2949 ROUTE 49	CENTRAL SQUARE	NY	13036	2			9095589	(315)668-2262	
162202	162238	696617	C&J'S GROCERY	370 COUNTY ROUTE	PENNELLVILLE	NY	13132	1			9094905	(315)695-2131	
162202	162232	714620	CANAL CONVENIENCE	12 ROCHESTER STRE	PORT BYRON	NY	13140	1			9097497	(315)776-9898	
162202	162238	722139	RICHLAND JUNCTION	7600 MAIN STREET	RICHLAND	NY	13144	1			9099987	(315)298-3161	
162202	162236	762262	A&J MINI MARKET	MAIN ST	SYLVAN BEACH	NY	13157	1			9084807	(315)762-9966	
162202	162238	762523	MINETTO MINI MART	2737 NY ROUTE 49	MINETTO	NY	13115	1			9088030	(315)343-2880	
162202	162232	172849	CASEYS GROCERY	129 OSBORNE ST	AUBURN	NY	13021	1	NYS		9085671	(315)253-4737	
162204	162223	419123	HINDS OIL MART	54 CHURCH ST	MONTROSE	PA	18801	2			9103904	(717)278-4228	
162204	162223	720314	SCHAFFER'S QUICKWAY	65 OAK ST	DEPOSIT	NY	13754	1				(607)467-3799	
162204	162223	728444	HIND'S OIL MART #2	339 E MAIN ST	SUSQUEHANNA	PA	18847	1			9103912	(717)853-5081	
162204	162226	748815	CAROUSEL FOOD MART	906 NORTH ST # 90	ENDICOTT	NY	13760	2				(607)748-3633	
162204	162226	489799	JOHN WOLCOTT'S MOBI	1015 UNION CENTER	ENDICOTT	NY	13760	5	NYS			(607)754-0246	
162204	162226	224394	JUNEBERRY MOBIL/F	RT 26 SOUTH	VESTAL	NY	13850	1	NYS		9030669	(607)754-9924	
162205	162237	023081	C-J MYERS SERV. CNT	2400 JAMES ST	SYRACUSE	NY	13206	2			905448	(315)437-9120	
162205	162237	053067	EAST SIDE MOBIL MAR	3070 ERIE BLVD E	SYRACUSE	NY	13224	1			9030628	(315)446-6734	
162205	162230	206063	DELLES CORNER STORE	2101 W GENESEE ST	SYRACUSE	NY	13219	2			9051053	(315)488-2466	
162205	162230	476759	ANAND MOBIL	4730 S SALINA ST	SYRACUSE	NY	13205	1				(315)469-1180	
162205	162237	504849	ERIE BLVD MOBIL	1641 ERIE BLVD E	SYRACUSE	NY	13210	1			905863	(315)422-2475	
162205	162237	513416	CARRIER CIRCLE MOBI	6589 THOMPSON RD.	SYRACUSE	NY	13206	2			911057	(315)463-7637	

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162205	162230	566767	APPLE VALLEY COUNTR	2053 W GENESEE TP	CAMILLUS	NY	13031	2			9080920	(315) 672-8802	
162205	162230	632848	WESTERN LIGHTS MOBI	400 VELASKO RD	SYRACUSE	NY	13219	3			9051079	(315) 475-2069	
162205	162230	651729	ADELPHIA CONV & DEL	215 S SALINA ST.	SYRACUSE	NY	13202	2			9097171	(315) 472-3403	
162205	162230	762320	CAMILLUS MOBIL 08E5	5401 W GENESEE ST	CAMILLUS	NY	13031	1			905257	(315) 468-0967	
162205	162237	762686	GLISSONS MOBIL	357 NOTTINGHAM RD	SYRACUSE	NY	13210	1			906891	(315) 446-4340	
162205	162230	762556	MIKE'S BEVERAGE	CITY MART	SYRACUSE	NY	13204	1			9107194	(315) 472-3718	
162206		038165	HOYLE'S MOBIL SERV	CHESTNUT & ONEONTA	ONEONTA	NY	13820	1				(607) 432-5010	
162206	162233	762491	NORWICH BLUE OX	#42 ROUTE 12 RD#2 BOX	NORWICH	NY	13815	1	3873-0000		6452	(315) 334-8328	
162206	162236	762505	COURT YARD MARKET	135 NORTH COURT S	WAMPsville	NY	13163	1			9013939	(315) 363-4778	
162206	162233	763176	TAYLOR MINI MART	#0 RR 1 BOX 186	ONEONTA	NY	13820	1	3805-0000		9069618	(607) 432-8018	
162206	162234	767327	TAYLOR MINI MART	#0 CHESTNUT ST	COOPERSTOWN	NY	13326	2	3805-0000		9069592	(607) 547-5570	
162206	162234	482820	TAYLOR MINI MART	#1 ROUTE 7	RICHMONDVILLE	NY	12149	2	3805-0000		9069642	(518) 294-6716	
162206	162236	086899	KEKIS MOBIL SERVICE	400 W DOMINICK ST	ROME	NY	13440	4				(315) 336-3130	
162206	162233	089267	TAYLOR MINI MART	#0 RT 12 NORTH BOX 8	NORWICH	NY	13815	3	3805-0000		9069626	(607) 336-7717	
162206	162233	171389	SKIP'S MARKET	116 N MAIN ST	SHERBURNE	NY	13460	1			9057779	(607) 674-9058	
162206	162233	171481	YE OLDE POLKE STORE	RR 4 BOX 235	NORWICH	NY	13815	1				(607) 334-5489	
162206	162235	171939	SHIBLEY'S SUPERETTE	12 COLUMBIA ST	MOHAWK	NY	13407	1			9004763	(315) 866-9859	
162206	162236	172170	BILLS VARIETY	504 W THOMAS ST	ROME	NY	13440	1			9006040	(315) 336-9261	
162206	162235	172351	REMSEN BIG "M"	MAIN ST	REMSEN	NY	13438	1				(315) 831-5635	
162206	162236	408116	NASSAR'S FOOD CENTE	ROUTE 365 - RD#4	ROME	NY	13440	1			90112113	(315) 865-5350	
162206	162233	468892	TAYLOR MINI MART	#0 ROUTE 205 & 11A	LAURENS	NY	13796	2	3805-0000		9069634	(607) 433-2034	
162206	162236	477398	MADIA'S NEWS	502 N JAMES ST	ROME	NY	13440	1			9063165	(315) 339-2387	
162206	162235	511164	C & D'S MARKET	7560 N MAIN STREE	NEWPORT	NY	13416	1			9025743	(315) 845-8526	
162206	162235	596637	HILLTOP MARKET	ROUTE 26 - BOX 30	WEST LEYDEN	NY	13489	1			907394	(315) 942-2338	
162206	162233	632708	TAYLOR FULL-SERVICE	472 MAIN ST	ONEONTA	NY	13820	2	3805-0000			(607) 433-0576	
162206	162235	653577	GAZEBO NEWS	14 W MAIN ST	MOHAWK	NY	13407	1			9081027	(315) 866-2492	
162206	162236	660680	J&K BEVERAGE	1 LENOX AVE	ONEIDA	NY	13421	1			9084641	(315) 363-9685	
162206	162234	661136	JC'S CONVENIENCE	60 430 MOHAWK ST	HERKIMER	NY	13350	3	5285-0000		9084518	(315) 866-5030	
162206	162235	661139	JC'S CONVENIENCE	60 20 CENTRAL AVE	ILION	NY	13357	1	5285-0000		9084500	(315) 894-2471	
162206	162235	664270	GREENE'S MOBIL III	384 N GENESEE ST	UTICA	NY	13502	1	2845-0000		9086968	(315) 733-6817	
162206	162235	679199	MADIA'S NEWS	2 1003 COURT ST	UTICA	NY	13502	1			9090382	(315) 733-9258	
162206	162234	693390	DJ'S CORNER STORE	P.O. BOX 127, ROU	LEONARDSVILLE	NY	13364	1				(315) 855-7690	
162206	162235	725271	MOBIL #257	WURZ & GENESEE ST	UTICA	NY	13502	1	3438-0000		909441	(315) 735-7667	
162206	162235	733494	A-PLUS	8516 SENECA TPKE	NEW HARTFORD	NY	13413	1	0362-0102			(315) 732-5023	
162206		743942	RJ'S SUPERMARKET	#2 1205 BLEECKER ST	UTICA	NY	13501	1				(315) 733-3200	
162206	162234	745944	SMOKEY'S	266 N MAIN ST	HERKIMER	NY	13350	1				(315) 866-2641	
162206	162234	760353	FLY CREEK GEN. STOR	ROUTE 28	FLY CREEK	NY	13337	1				(607) 547-7274	
162206	162235	762096	REILLY DAIRY	9553 PINNACLE RD	SAUQUOIT	NY	13456	1			9006530	(315) 737-5560	
162206	162234	762374	TOWNE CRIER	148 N MAIN ST	HERKIMER	NY	13350	1			9016270	(315) 866-3087	
162206	162234	535902	BRIDGEWATER FOOD MK	PO BOX 371 - ROUT	BRIDGEWATER	NY	13313	1	NYS		9037086	(315) 822-6493	
162206	162234	767606	TAYLOR MINI MART	#0 65 W MAIN ST	RICHFIELD SPR	NY	13439	1	3805-0000		9069600	(315) 858-2088	
162210	162227	706643	JET MART	236 E MAIN ST	MIDDLETON	NY	10940	1			9095761	(914) 344-4420	
162303	162324	024457	ALBANY STREET MINI	705 ALBANY ST	SCHEECTADY	NY	12307	1			911503	(518) 382-1272	

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162303	162324	067585	SNYDER'S SERVICE ST	3080 CARMEN RD	SCHENECTADY	NY	12303	3			909556	(518)456-2265	
162303	162324	417675	HARRY'S	1309 ALTAMONT AVE	SCHENECTADY	NY	12303	5			917377	(518)456-7450	
162303	162324	420660	MIAN PETROL	3036 BROADWAY	SCHENECTADY	NY	12306	3			917732	(518)455-2101	
162303	162324	489611	BALLTOWN SERVICE IN	370 NEW KARNER RD	ALBANY	NY	12205	1			902478	(518)456-8438	
162303	162234	502775	LEWIES SUPERMARKET	19 STATE STREET	FORT PLAIN	NY	13339	3			9002874	(518)993-4145	
162303	162324	518334	WHAT NOT SHOP	866 ALBANY ST	SCHENECTADY	NY	12307	2			921221	(518)370-8004	
162303	162324	569644	J P GAS & MART	281 ALTAMONT AVE	SCHENECTADY	NY	12304	5			920710	(518)346-1575	
162303	162324	700451	RODDERDAM NEWS	1506 ALTAMONT AVE	SCHENECTADY	NY	12303	3				(518)356-2921	
162303	162324	748800	UNION GETTY	MIAN PETROLEUM	SCHENECTADY	NY	12308	2				(518)377-3034	
162303	162324	767397	KETCHUM'S SERVICE	200 MAIN STREET	ALTAMONT	NY	12009	3				(518)861-5106	
162304	162324	475448	COAGER INC.	1850 CENTRAL AVE	ALBANY	NY	12205	1	0362-0102	919670	(518)456-3718		
162304	162324	588887	R.W.M. ATLANTIC INC	1348 CENTRAL AVE	ALBANY	NY	12205	1	0362-0102	919175	(518)489-3444		
162304	162324	649983	UNION BEVERAGE	1701 UNION	SCHENECTADY	NY	12309	3				(518)382-5958	
162305	162322	632654	SANI INC.	615 CLINTON AVENU	ALBANY	NY	12206	1			922344	(518)462-4929	
162305		698978	CAPITAL BEER & SODA	25 WARREN ST	ALBANY	NY	12202	1				(518)465-8128	
162305	162322	705967	FINNIGAN'S CONVENIE	116 QUAIL ST	ALBANY	NY	12206	1			9097114	(518)463-5570	
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1				(518)426-1543	
162307	162327	485384	CHESTNUT MOBIL	RT 32 & CHESTNUT	NEW PALTZ	NY	12561	1	3680-0000	5667	(914)255-5900		
162307	162327	684365	CHESTNUT MOBIL GARD	604 STATE ROUTE 2	GARDINER	NY	12525	1	3680-0000	8602	(914)255-2256		
162308	162328	032445	CHESTNUT S/C, INC.	416 SOUTH RD	POUGHKEEPSIE	NY	12601	3	3680-0000	5668	(914)485-5199		
162308	162328	447555	D & K VIRK LTD.	385 VIOLET AVE	POUGHKEEPSIE	NY	12601	1			9094228	(914)485-2942	
162308	162329	540882	CHESTNUT MOBIL	357-363 MAIN STRE	BEACON	NY	12508	2	3680-0000			(914)831-7400	
162308	162328	686513	CHESTNUT MOBIL LAGR	298 TITUSVILLE RD	POUGHKEEPSIE	NY	12603	1	3680-0000	9192	(914)473-3349		
162309		546358	COURTESY MOBIL	MOBIL SERVICE CEN	BREWSTER	NY	10509	1	5241-0000			(914)279-7266	
162309	162330	708235	FORT MARKET MOBIL	RT. 9W	FORT MONTGOMER	NY	10922	1				(914)446-7843	
162601	162626	592278	GEORGE'S MOBIL	2194 MILLERSPORT	GETZVILLE	NY	14068	1			930305	(716)688-0963	
162601	162626	765325	BRODIES MOBIL MART	459 DIVISION ST	NORTH TONAWAND	NY	14120	1 NYS			936831	(716)693-8331	
162601	162626	530653	BRUNO'S MOBIL	1038 PINE AVE	NIAGARA FALLS	NY	14301	1 NYS			911016	(716)284-7598	
162602	162630	504309	ROBINSON'S MINI MAR	6517 BKPT-SPRT RD	BROCKPORT	NY	14420	1			9104696	(716)637-4290	
162602	162621	763501	GEORGE RICE SERVICE	3152 CHILI AVE	ROCHESTER	NY	14624	2			904466	(716)426-0553	
162602	162621	763789	PERNA'S MOBIL	3785 CHILI AVE	CHURCHVILLE	NY	14428	1			927368	(716)889-9306	
162602	162630	790758	GEARINGS FARM MARKE	484 WASHINGTON ST	ADAMS BASIN	NY	14410	1 NYS			919027	(716)352-6708	
162604		268751	DON'S DELI	4888 SAINT PAUL B	ROCHESTER	NY	14617	1			924605	(716)342-5856	
162604		268817	JIM'S STOP & SHOP	872 JAY ST	ROCHESTER	NY	14611	1				(716)328-1058	
162604	162620	422065	ADAM'S MOBIL	575 WINTON RD N	ROCHESTER	NY	14610	1			922880	(716)654-8399	
162604		442085	HESS 32324/F	975 RIDGE RD E	ROCHESTER	NY	14621	1			925438	(716)266-4661	
162604		510619	DAVE'S AUTOMOTIVE	2100 RIDGE RD E	ROCHESTER	NY	14622	1			903096	(716)342-5730	
162604	162621	544704	RJ NEWS	3333 W HENRIETTA	ROCHESTER	NY	14623	1			913814	(716)427-7824	
162604	162620	556494	MOBIL ZAMBITO	1495 RIDGE RD E	ROCHESTER	NY	14621	2			912147	(716)266-1113	
162604	162621	564957	RASIM MUTLU MOBIL	619 MONROE AVE	ROCHESTER	NY	14607	1			910844	(716)271-3539	
162604	162620	566893	OUR SUPERMARKET	1115 HUDSON AVE	ROCHESTER	NY	14621	2			921957	(716)544-6346	
162604		591256	THE CORNER STORE	655 UNIVERSITY AV	ROCHESTER	NY	14607	1			929703	(716)271-8050	
162604	162624	592748	COM'GO MART	69 ROCHESTER ST	SCOTTSVILLE	NY	14546	1			929844	(716)889-1273	

SN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 97-08-11
 TIME: 03:12 PM

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 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162621	624512	RAINBOW MEAT MKT	583 LAKE AVE	ROCHESTER	NY	14613	1		913517	(716)254-1462	
162604		637155	PAUL'S SERVICE CNTR	735 EMERSON STREE	ROCHESTER	NY	14613	1		921890	(716)458-4650	
162604	162624	647706	KLEE'S MOBIL	3068 E. HENRIETTA	HENRIETTA	NY	14467	2		932988	(716)359-2524	
162604	162620	662920	HUDSON-TITUS SERVIC	2291 HUDSON AVE	ROCHESTER	NY	14617	1		933812	(716)266-9501	
162604		728374	EAGLE MINI MART	6 WEST AVE	ROCHESTER	NY	14611	1		936682	(716)527-8620	
162604	162630	735470	RYAN'S NG BIG M	610 N GREECE ROAD	ROCHESTER	NY	14615	1		913046	(716)392-2388	
162604	162621	764227	GIL TEGG'S MOBIL/F	671 BROOKS AVE	ROCHESTER	NY	14619	1		904342	(716)235-5907	
162604	162620	269213	NESBITTS GROCERY IN	857 BAY RD	WEBSTER	NY	14580	1		926808	(716)671-8032	
162604	162621	339359	METRO CENTER MINI	583 W BROAD ST	ROCHESTER	NY	14608	1		938597	(716)328-1411	
162604	162624	403087	KLEE'S MRKTPLC MOBI	1775 MARKETPLACE	HENRIETTA	NY	14467	1 NYS		932988	(716)292-0355	
162604	162620	269203	SEITZ GROCERY	426 RIDGE RD	WEBSTER	NY	14580	2 NYS		927756	(716)671-6229	
162604	162624	060874	STEAMER'S MOBIL/F	690 PITTS/VIC ROA	PITTSFORD	NY	14534	1 NYS		9104845	(716)248-2821	
162604	162624	198421	KIRKWOOD OIL	7334 E MAIN ST	LIMA	NY	14485	1 NYS		925990	(716)624-1473	
162604	162620	268459	PANARAMA HESS	1500 PENFIELD RD	ROCHESTER	NY	14625	5 NYS		927129	(716)381-2233	
162605	162624	418771	VALVANO'S CNTRL NEW	185 S MAIN ST	CANANDAIGUA	NY	14424	1		923987	(716)394-1176	
162605	162624	576817	LIL COUNTRY STORE	RT 350 & 31F	MACEDON	NY	14502	1		918987	(315)986-3665	
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1		931618	(607)732-4522	
162605	162620	696056	SODUS CONVENIENT	38 W MAIN ST	SODUS	NY	14551	1			(315)483-4407	
162605	162624	720318	VICTOR MARKET BASKE	33 SCHOOL ST	VICTOR	NY	14564	1		937417	(716)924-3389	
162605		739405	AUSTIN PETRO, INC.	PO BOX 1031	MORAVIA	NY	13118	1		9103243	(315)497-2238	
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1		9076738	(607)739-1948	
162605	162231	763910	TRIPHAMMER RD MOBL/	2311 N TRIPHAMMER	ITHACA	NY	14850	2		9026964	(607)257-5335	
162605	162624	244396	MACEDON MOBIL MART	337 RT 31	MACEON	NY	14502	1		9105164	(315)986-4359	
162605	162620	268514	ALMEKINDER JUBILEE	1228 STATE ROUTE	ONTARIO	NY	14519	2 NYS		922844	(315)524-7001	
162605	162225	022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	1 NYS		9106519	(607)535-2152	
162607		740271	QUICK MART III	82 S MAIN ST	MANSFIELD	PA	16933	1			(717)662-2329	

PAGE BREAK TOTAL ACCOUNTS 154 TOTAL QUANTITY 224

TEMPLATE TOTAL ACCOUNTS 154 TOTAL QUANTITY 224

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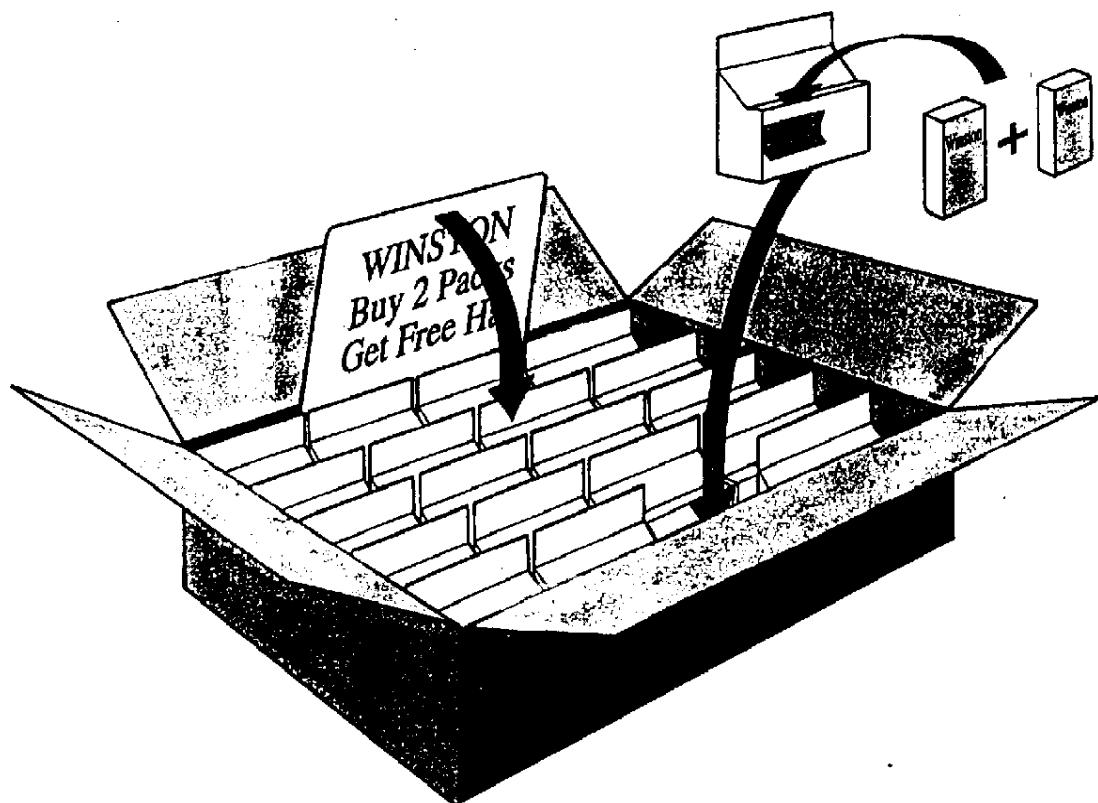
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	Light King	Light Box	Full Flavor	Full Flavor Box		
Number of Cartons	/	/	/	/		

51859 4754

The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer:
Buy 2 packs of new no-additive Winston,
get free No Bull hat.
- National ad campaign drives
“No Bull” attitude right to your customers.



51859 4755

No additives in the smokes.
Lots of additives in
your cash register.